

IEEE Job Site: Backgrounder

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Prepared for: Michael Lightner by IEEE Media

Contact Info: Michael Buryk, 212-419-7571, m.buryk@ieee.org

A. The IEEE Job Site – History/Pedigree in Brief

- Throughout operating year 2000, PSPB was encouraging consolidation of duplicated IEEE organization unit business efforts. Duplicated OU job sites represented a target of opportunity for consolidation in 2000.
 1. IEEE Spectrum and IEEE USA were operating discreet job sites in 2000
 2. IEEE USA intended to launch a 2nd generation job site and revenue model in 2001 and had contracted with applications service provider (ASP), Hire.com (e-recruiter) to provide a “turn key” job site solution.
 3. At this same time, IEEE Spectrum was searching for an ASP to upgrade the IEEE Spectrum Online job board.
 4. The Computer Society was studying the viability of launching a proprietary job site online.
 5. Under the direction of Scott McFarland, the publications business development group managed the merger of the IEEE Spectrum and IEEE USA efforts and renegotiated the IEEE USA contract with Hire.com to encompass the broader scale of a single IEEE consolidated site.
 6. This new consolidated IEEE Job Site launched in June 2001. Computer Society opted to join this effort in 2002 rather than launch a proprietary job site.
 7. Only a modest amount of existing “retail” (single post business) revenue migrated to the new job site from IEEE USA or IEEE Spectrum Online. The new IEEE Job Site rate at launch in 2001 was \$150...\$100 more than IEEE USA’s proprietary site \$50 rate in 2000, but \$150 less than IEEE Spectrum Online’s proprietary site rate in 2000.
 8. As the IEEE Job Site has matured 40% of site revenue is sourced from single post retail sales. The balance is contract sales. Contract sales is defined in the foregoing.
 9. An IEEE Job Site revenue sharing plan was conceived, approved by PSPB, and announced to participating and prospect OU’s in 2001. Computer Society and some sections participate in this plan. The revenue share plan is explained in the foregoing.

B. The IEEE Job Site Mission – What it Does - How it Works

For IEEE Members:

- The IEEE Job Site is an online recruitment service offering IEEE members exclusive access to its real-time job-matching capabilities.
 1. Members can register their job candidate profile at <http://www.ieee.org/jobs> by clicking on the “IEEE Members” link and then on “Register/profile your ideal job” on the landing page.
 2. After completing basic information for their job candidate profile (professional skills, required salary, location of desired position, etc.), members then put their resume online.
 3. Once this enrollment process is complete, announcements of appropriate jobs automatically reach the registered candidate by e-mail.
 4. They can elect to remain anonymous so that prospective employers will not know their identity until they choose to reveal it to them.
 5. Members can also actively search for positions by clicking on “Search Job Listings” in the left-hand navigation bar of the Job Site home page.

- Every effort is made to bring IEEE member candidates high quality, professional positions from reputable employers.
 1. No “blind postings” are permitted on the Job Site.
 2. Positions can be posted by executive search firms, but these jobs must always be clearly identified with a specific employer.
 3. In March 2003, about 5% of posting organizations were executive search firms, 8% were in the government/military sector, 35% were academic and 52% were corporate. This mix changes monthly depending on current hiring conditions.
 4. In the same period, 55% of posted positions required 4 or more years of experience, 27% were in the 1-3 year range and 18% were entry level (less than one year of experience).
 5. The majority of open positions were jobs in the United States.

For Non-Members – General Public Access:

- Non-members can review Job Site postings at <http://jobs.ieee.org/joblist.html>.
 1. Jobs can be searched by company, keyword, expertise or location.
 2. Non-members cannot establish a candidate account with the Job Site and, therefore, cannot participate in automatic job matching. This valuable feature is reserved for members only.

For Employers:

- Employers posting their open positions with the IEEE Job Site can reach the best pool of qualified technical professional talent in the world.
 1. Job postings are either “retail” (i.e., less than 4 postings at a time), or “contract” (under a guarantee of 4 postings or more which must be used within a one-year period).
 2. All job postings are for a 30-day period.
 3. Retail clients pay \$175 by credit card for each posting and call IEEE Customer Service at 800-701-4333 to complete their transaction.
 4. Contract clients are sold by the IEEE Media sales team which is a field sales force that works in individual geographic territories worldwide. Annual contracts begin at \$570 (Level 1) for 4 posts (\$143/post) and can cost more than \$30,000 for an unlimited post contract.
 5. For an additional annual fee of \$1,795, employers can actively search the resume database to seek out qualified candidates in addition to receiving their credentials of interested IEEE members through job matching.
 6. Resume data base contracts can (only) be purchased in conjunction with a job post contract.

Employer Customer Support & Benefits:

- Customer support staff are available to work with all job posting clients to ensure that they are able to place their positions on the Job Site as quickly as possible. Various electronic documents are sent to the posting client to assist them in this process.
- Once an employer has paid for their posting, their position is generally available live on the Job Site within 24 hours.
- Unlike other major job boards that receive postings for all kinds of positions, the IEEE Job Site is focused on electrical engineering and other technical professional positions. This offers prospective clients the advantage of getting the most for their advertising dollar by carefully targeting their message to a highly qualified audience.
- At \$175 per retail post, the Job Site is very competitive with other online job boards that typically charge in the range of \$200 - \$300 + for a single posting.

IEEE Societies and Sections – Upside for Participating in IEEE Job Site

- A program introduced in June 2002 enables IEEE Societies and Sections (IEEE OU's) to participate in a revenue share plan with the IEEE Job Site. The basic premise of this program is that IEEE members themselves can strongly influence their own corporate/organization recruitment managers to hire IEEE members. They are in an excellent position to actively refer recruitment managers to the Job Site.

1. An IEEE OU can choose either a “full” or a “lite” version of participation.
2. In the full version, an OU actively telemarkets to companies /organizations in its area to encourage them to post retail positions based upon referrals by their own local members.
3. The OU receives a 35% commission on each retail post sale for this effort. The OU also employs a variety of marketing tactics to support this effort, such as links to its own Web site, ads in print and electronic newsletters, mailings, etc.
4. When the Job Site becomes profitable, an OU under the full version of the revenue share plan gets a percentage of the Job Site surplus after expenses based upon their overall revenue contribution.
5. In the lite version, an OU simply sets up a link to a Job Site online recruitment manager referral form which is filled out by an IEEE member.
6. The OU encourages local members to fill out this form by actively promoting its location and then Job Site sales staff approach these qualified companies/organizations to get them to post retail jobs or purchase contracts.
7. The OU receives a 10% commission on any sale that comes in as a result of this effort.

C. How the Job Site is Promoted to IEEE Members and Employers

To IEEE Members:

- The Job Site has been promoted to IEEE members through a variety of electronic and print channels.
 1. Monthly ads (usually full page) are regularly placed in Spectrum magazine.
 2. Promotional messages have appeared in various e-mail newsletters (both IEEE and others) to encourage members to register.
 3. Online advertising and live links have been placed on both the Web pages of the IEEE portal and various Societies.
 4. E-mailings have also been done to invite members to participate.
 5. Job Site literature is handed out at industry conferences and meetings.
 6. The weekly Spectrum Career Alert opt-in e-mail newsletter generally carries a live link to the Job Site with an invitation to enroll.
Currently, there are 24,609 members enrolled with the Job Site out of a total active IEEE membership of 382,483 on 12/31/2002.

To Employers:

- Employer marketing efforts have included both print and electronic activities.

1. In 2001 and 2002, regular full page print ads ran in Employment Management Today, a quarterly major recruitment industry magazine, and advertising continues to run in Spectrum magazine.
2. Banner advertising on various regional Web sites and sponsorship of e-mail newsletters aimed at recruitment managers as well as direct marketing to them through selected e-mail lists.
3. The Job Site exhibits at various industry trade shows with a booth. 2003 events include the Society of Human Resources and the New England Human Resource Association annual conferences.
4. A new promotion push is underway in April 2003. All employers who are referred to the Job Site by IEEE members are entitled to one free job posting. An online enrollment form for this special promotion is found at: <http://www.spectrum.ieee.org/jobsite/hrmanagerform/>.
5. IEEE Media sales staff regularly undertake their own e-mailings to employers to make them aware of the Job Site. To date, there are 2,768 companies/organizations registered with the Job Site.

D. How the Job Site is Promoted to IEEE Societies and Sections

Society Participation

- The IEEE Job Site business development manager (Mike Buryk) has been in direct contact with various Societies and Sections (OU's) in the last eighteen months to actively promote the Job Site.
 1. The Computer Society has opted for full participation in the revenue share plan and contributed almost 10% of the 2002 retail sales in an effort that began in September 2002.
 2. Discussions have occurred with EMBS, but to date no commitment has been made.
 3. Other societies that have helped Job Site marketing efforts in the past include Aerospace and Electronic Systems, Circuits and Systems and the Women in Engineering section.

Regional Participation

- Recent efforts to get IEEE Sections to participate in the revenue share plan are very encouraging. Most see immediately both the financial and member service benefits of promoting the IEEE Job Site to their local members. In early 2003, an e-mail letter went out to the directors of all U.S. Regions (1-6) and their PACE committee chair people to encourage them to participate in the revenue share plan.
 1. Initial discussions are now underway with Region 6.
 2. At the Section level, Boston, Baltimore, Washington, D.C., Huntsville, Alabama, Chicago, the Los Angeles Council and the San Francisco Bay Council have all been contacted directly.

3. Boston and Los Angeles are already actively promoting the Job Site.
 4. Expression of interest has come from Huntsville and Chicago but no final decision and face-to-face meetings took place in late April with Washington, D.C., and Baltimore and reaction was favorable.
 5. A copy of the Regions letter and a PowerPoint presentation that discusses the Job Site and revenue share plan are included with this background document.
 6. Efforts continue to reach the Sections of all major U.S. cities and key Societies with large member concentration.
- The internal marketing program is closely coordinated with IEEE Regional Activities and it has the support of Cecilia Jankowski and her staff.
 1. Other upcoming planned activities include an article in SCOOP, the Regional Activities e-newsletter for Section Chairs and other interested geo unit volunteers.
 2. IEEE Membership has also been an active participant in Job Site promotion by encouraging members to register with a link in their online renewal form.
 3. The Job Site business development manager spoke with their volunteers at the 2003 Membership Development Retreat in New Brunswick, N.J.

E. Job Site Progress and Growth Since June 2001 Launch

- More than 1,000 employers have posted positions with the IEEE Job Site since its launch.
- Almost 200 of these purchased annual posting contracts.
 1. Recently, Smiths Aerospace became the first Job Site unlimited post contract with a single \$30,000 sale. Smiths has been a client since the Job Site June 2001 and has regularly traded up to larger and larger contracts.
 2. NVIDIA, a top maker of graphics chips and computer boards located in Silicon Valley, first started with the Job Site on 5/13/02 with two retail postings. After purchasing several more contracts, they have now traded up to a 30-post package with the resume data base option for \$4,645.
- Companies of all sizes use the Job Site and more than half of all postings in any given month are retail (i.e., less than four). Some become regular posters at the retail level because their hiring needs are sporadic. However, they still enjoy the same unequalled access to top IEEE member talent and keep coming back to post positions.

F. The State of the EE/Scientific Jobs Market

- There simply aren't that many jobs out there to advertise right now.
 1. IEEE Media tracks the EE jobs posted on several competitive web-based services and in March 2003 there were only 1,161 posted jobs, down 13% from November 2002.
 2. At the end of 2002, the IEEE Job Site had a 16% share of market among major online recruitment sites with EE postings.
 3. Since the Job Site launched in 2002 through March 2003, more than 2,700 jobs have been posted.
 4. Based on current run rates, by the end of 2003 there should be more than 30,000 members enrolled and over 3,000 companies registered with the Job Site.
 5. As the economy begins to improve, the Job Site is uniquely positioned to bring more high quality technical professional jobs to IEEE members.

G. Job Site Economics

- Every effort is being made to control Job Site costs.
 1. In July of 2003, our online recruitment service will migrate from Hire.com, the current ASP, to CareerCast.
 2. This shift will dramatically cut costs (monthly operation ASP expense will decline by more than 60%) and improve service with a number of new features.
 3. It will offer the opportunity to add more new technical professional jobs that are currently available on the CareerCast national network through selective strategic relationships with other high quality online recruitment services offered by The New York Times, the Boston Globe, the San Diego Union Tribune, etc.
 4. Additionally, in an effort to grow Job Site retail sales, a new in-house sales representative, who is also working on IEEE Spectrum print classified ad placements, will undertake targeted campaigns to small companies (under 500 in employment).

- The Job Site is run as a distinct business within IEEE and has its own separate P&L.
 1. PSPB reviews all of its financial plans and has oversight authority over all of its business initiatives and activities.
 2. The Job Site is not a subsidiary of Spectrum magazine. Spectrum Magazine does not subsidize the Job Site or vice versa.
 3. The Job Site is forecast to show a profit in 2004. The 2004 draft budget has a revenue target of \$500,000 with direct expenses of

\$460,700 before a projected \$40,000 of income is shared with various IEEE participant Societies and Sections.

4. Going forward, the majority of the Job Site's marketing efforts will be focused on participant IEEE Societies and Sections working with their local membership to encourage their own employers to post their technical positions. As a result of this strategy, revenue share by Societies and Sections will become an increasing part of the Job Site cost structure and should be considered an IEEE "dividend" from the online recruitment business. All other direct costs of the business are being kept to an absolute minimum.